PHILIP MORRIS
U.S.A.
100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

CIRCULAR NO. 445 August 11, 1975

TO OUR CUSTOMERS:

We are pleased to announce the introduction on August 25, 1975 of **BENSON & HEDGES 100's FLIP TOP BOX REGULAR** and **MENTHOL** cigarettes in your area.

**BENSON & HEDGES 100's FLIP TOP BOX** will find ready acceptance in your area. **BENSON & HEDGES 100's FLIP TOP BOX** was successfully tested in the tough New York and Southern California markets, where it generated extra business for the brand. More people, especially women, are switching to box packings daily. Your customers will readily accept this new package version of America's number one 100mm cigarette and fastest growing of the top ten brands.

## DETAILS OF THE BENSON & HEDGES 100's FLIP TOP BOX INTRODUCTION

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|---|---|
| PRODUCT: | 100 millimeter **FLIP TOP BOX**; Regular and Menthol |
| LIST PRICE: | $12.50 per thousand cigarettes |
| NORMAL TERMS: | 2% cash discount if paid within 14 days plus 1% anticipation discount if payment received within 10 days of the normal delivery date as shown on our invoice. |
| PACKING: | 12,000 cigarettes (60 cartons) per case |
| ITEM NUMBER UPC: | Regular – 00410<br>Menthol – 00420 |

## SPECIAL INTRODUCTORY OFFERS AND INTRODUCTORY TERMS

To enlist your cooperation in obtaining retail distribution of new **BENSON & HEDGES 100's FLIP TOP BOX** we are making available to you the option of either of the following introductory offers during the introductory period of August 25, 1975 through September 12, 1975:

$6.00 per 12M case (fifty cents per thousand) on **BENSON & HEDGES 100's FLIP TOP BOX REGULAR** or **BENSON & HEDGES 100's FLIP TOP BOX MENTHOL.**

*OR*

$9.00 per 12M case (seventy five cents per thousand) if you purchase **BOTH BENSON & HEDGES 100's FLIP TOP BOX REGULAR** and **BENSON & HEDGES 100's FLIP TOP BOX MENTHOL** during the introductory period.

These introductory offers apply to that quantity invoiced to you during the introductory period -- up to but not in excess of your allocation. Your Philip Morris representative will advise you of the quantity allocated to you.

Instead of our normal terms, we will allow you a cash discount of 3% on allocation shipments made during this introductory period if payment is received within 30 days of the normal delivery date as shown on our invoice.

All orders are subject to acceptance by our Richmond office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.
A Division of Philip Morris Inc.

MARLBORO BENSON & HEDGES PARLIAMENT VIRGINIA SLIMS MULTIFILTER ALPINE PERSONNA BLADES

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